Package ‘adformR’

November 28, 2022

Type Package
Title Get Adform Ads Data via the 'Windsor.ai' API
Version 0.1.0
Description Collect your data on digital marketing campaigns from Adform Ads using the 'Windsor.ai' API <https://windsor.ai/api-fields/>.
License GPL-3
URL https://windsor.ai/
Depends R (>= 3.5.0)
Imports jsonlite (>= 1.7.2)
Suggests knitr, rmarkdown, dplyr, ggplot2, tidyr, curl
VignetteBuilder knitr
Encoding UTF-8
Language en-US
LazyData true
RoxygenNote 7.2.2
NeedsCompilation no
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Repository CRAN
Date/Publication 2022-11-28 09:50:08 UTC

R topics documented:

    fetch_adform .......................................................... 2
    my_adform_data ...................................................... 3

Index
fetch_adform A function to fetch Amazon Ads data from the windsor.ai API

Description

fetch_adform A function to fetch Amazon Ads data from the windsor.ai API

Usage

fetch_adform(
  api_key,
  date_from = NULL,
  date_to = NULL,
  fields = c("campaign", "clicks", "spend", "impressions", "date")
)

Arguments

api_key Your api key to access Windsor.ai API
date_from The date from which to start getting data in format YYYY-MM-DD
date_to The date until which to start getting data in format YYYY-MM-DD
fields he fields fetched from the API for a given connector See https://windsor.ai/api-fields/ for details.

Value

A data frame with the desired data

Examples

## Not run:
my_adform_data <- fetch_adform(api_key = "your api key",
  date_from = "2022-10-01",
  date_to = "2022-10-02",
  fields = c("campaign", "clicks",
             "spend", "impressions", "date"))

## End(Not run)
my_adform_data

my_adform_data

Sample of digital marketing data from Adform downloaded by means of the Windsor.ai API.

Description

A dataset containing sample Adform data fetched from windsor.ai API. See more at: https://windsor.ai/

Usage

my_adform_data

Format

A data frame with 164 rows and 5 variables:

- campaign name of the campaign
- clicks number of clicks
- spend spend data
- impressions impressions data
- date date

Source

https://windsor.ai/
Index

* datasets
  my_adform_data, 3

fetch_adform, 2

my_adform_data, 3